

Claims:

1. An audience interaction method comprising the steps of:
 - 5 a) receiving a first message from a member of the audience of an electronic entertainment program; and
 - b) inserting a second message based on said first message into said electronic entertainment program.
2. The method of claim 1 wherein said electronic entertainment program is a television program.
- 10 3. The method of claim 1 wherein said electronic entertainment program is a radio program.
4. The method of claim 1 wherein said electronic entertainment program is an Internet-delivered multimedia program.
5. The method of claim 1 wherein said first message comprises at least an audio message.
6. The method of claim 1 wherein said first message comprises at least a text message.
- 15 7. The method of claim 1 wherein said first message comprises at least a visual image.
8. The method of claim 1 wherein said second message comprises at least an audio message.
9. The method of claim 1 wherein said second message comprises at least a text message.
10. The method of claim 1 wherein said second message comprises at least a visual image.
11. The method of claim 1 wherein said first message is received via telephone.
- 20 12. The method of claim 1 wherein said first message is received via cellphone SMS.
13. The method of claim 1 wherein said first message is received via Internet.
14. An audience interaction method comprising the steps of:
 - a) receiving an audio message from a member of the audience of an electronic entertainment program;
 - 25 b) converting said audio message into a text message;
 - c) inserting said text message into said electronic entertainment program.
15. An audience interaction method comprising the steps of:
 - a) receiving a text message from a member of the audience of an electronic entertainment program;
 - 30 b) converting said text message into a spoken message;
 - c) inserting said spoken message into said electronic entertainment program.
16. The method of claim 1-15 further comprising the step of queuing received messages for use at a later time.

17. The method of claim 1-15 wherein said received messages are presented to a human operator who selects messages to be discarded.
18. The method of claim 1-15 wherein said received messages are filtered by computational means adapted to discard unsuitable messages .
- 5 19. The method of claim 1-15 wherein if said messages are received at a rate above a predetermined rate some messages are automatically discarded.
20. The method of claim 1-15 wherein said messages are inserted at the television transmission station.
21. The method of claim 1-15 wherein said messages to be inserted are conveyed to the viewer's
10 home via the Internet and are inserted at the viewer's home.
22. The method of claim 1-15 wherein said messages to be inserted are conveyed to the viewer's home via coding within a television signal and are inserted at the viewer's home in visual form.
23. The method of claim 1-15 wherein said messages to be inserted are conveyed to the viewer's
15 home via coding within a television signal and are inserted at the viewer's home in audible form.
24. The method of claim 1-15 wherein said messages to be inserted are conveyed to the viewer's home via a radio broadcast and are inserted into a television program being viewed at the viewer's home.
- 20 25. The method of claim 1-15 wherein said messages to be inserted are conveyed to the viewer's home via a radio broadcast and are reproduced as a separate audio signal.
26. The method of claim 1-15 further comprising the step of generating statistical information from messages received.
27. The method of claim 1-15 further comprising the step of charging for each message received.
- 25 28. The method of claim 1-15 further comprising the step of charging for each message received and inserted.
29. The method of claim 1-15 further comprising the step of charging a first amount for each message received and a second amount for each message inserted.
30. The method of claim 1-15 wherein only a subset of messages received are inserted and the
30 probability of a particular message being inserted is proportional to an amount paid by the person submitting said message.

31. The method of claim 1-15 wherein said received messages are presented to a human operator who assigns a rating to each message accepted and higher-rated messages are inserted in priority to lower-rated messages.

- 5 32. A method of creating a television program comprising the steps of :
- a) Receiving at least one message from at least one member of the audience of an electronic entertainment program;
 - b) Converting the messages into a television program; and
 - c) Transmitting said television program.

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33. The method of claim 32 wherein said television program is transmitted by insertion into said electronic entertainment program.

34. The method of claim 32 wherein said television program is transmitted after the conclusion of
15 said electronic entertainment program.

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